Essential Readings:

- Prasanna Chandra: Investment Analysis and Portfolio Management; McGraw Hill, New Delhi.
- S. Kevin: Security Analysis and Portfolio Management.: Prentice Hall India
- Punithavathy Pandian: Security Analysis and Portfolio Management: Vikas Publishing House.
- Gupta L.C.: Stock Exchange Trading in India, Society for Capital Market Research and Development, Delhi.
- V.A. Avadhani: Security Analysis and Portfolio Management: Himalaya Publishing House.
- Sourain.Harry: Investment Management, Prentice Hall of India.

Assessment Rubrics:

Evaluation Type		**Marks**
End Semester Evaluation		**70**
Continuous Evaluation		**30**
a)	Test Paper- 1	6
b)	Test Paper-2	6
c)	Assignment	9
d)	Seminar/Viva/Book-Article Review	9
Total		**100**

III COMPUTER APPLICATIONS

COURSE TITLE: Role of Computers in Business

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
V	DSC	300 - 399	KU5DSECOM304	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	-	-	30	70	100	2

Course Description:

This course introduces students to the fundamental role of computers and information technology in modern business operations, strategy, and decision-making. Students will gain an understanding of computer hardware, software, and networking concepts, and explore their application across various functional areas of a business, including communication, finance, and data processing. The course emphasizes the importance of digital literacy for commerce professionals and covers contemporary trends like e-commerce and cloud computing.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the basic components of computer systems, networks, and the internet.	U
2	Analyze the applications of information technology in various business functions.	A
3	Evaluate the impact of e-commerce, cloud computing, and emerging trends on the business environment.	An
4	Apply knowledge of computer security and data processing principles in a business context.	E

** **Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSO:

	PSO1	PSO2	PSO3	PSO4	PSO 5
CO 1	-	-	-	2	-
CO 2	2	-	2	3	2
CO 3	-	2	-	2	3
CO 4	-	-	2	3	-

COURSE CONTENTS

Module	Unit	Content	Hrs
I		**COMPUTER FUNDAMENTALS AND BUSINESS APPLICATIONS**	**10**
	1	**Introduction to Computers:** Characteristics, types, components (Hardware and Software). Role of computers in a business organization.	

	2	**Networking and Internet Concepts:** Basic terminology, types of networks (LAN, WAN), Internet protocols (TCP/IP), WWW, Search Engines, E-mail configuration.	
	3	**Emerging Trends:** Cloud computing, Big Data, Internet of Things (IoT), and their commercial relevance in digital transformation.	
II	**DATA MANAGEMENT AND BUSINESS SYSTEMS**		**12**
	1	**Data Processing**: Meaning, data hierarchy, data processing cycle, and the concept of a **Business Information System**.	
	2	**Database Management Systems (DBMS)**: Conceptual background, purpose, relational model basics, and introduction to querying (SQL basics).	
	3	**Business Functions and IT**: Applications in Financial Management, Inventory Control, and Payroll Systems.	
III	**DIGITAL COMMUNICATION AND PRESENTATION**		**14**
	1	**Presentation Software**: Basics, creating and editing slides, inserting objects, transitions, and making **professional business presentations**.	
	2	**Business Communication Tools**: Email, video conferencing, social networking, and **web applications** for business collaboration.	
IV	**DIGITAL COMMERCE AND SECURITY**		**12**
	1	**E-Commerce**: Meaning, business models (B2C, B2B), Electronic Data Interchange (EDI), and online payment mechanisms.	
	2	**Digital Marketing Basics**: Introduction to Search Engine Optimization (SEO) and Customer Relationship Management (CRM).	
	3	**Security and Ethics**: IT security measures, cyber security, data privacy, and ethical issues in using information technology in business.	
V	**Teacher Specific Module- Activities Suggested:**		**12**
	1. Students, working in groups, outline a new business venture. They must identify the types of computers needed (hardware), the essential software (operating system, application software), and explain the crucial role of IT in their specific business operations (e.g., sales, operations, customer service). 2. Students select a real-world company and analyze how it leverages Cloud Computing, Big Data, or IoT to gain a competitive edge. They must also briefly describe the network type (LAN/WAN) and protocols (TCP/IP) required to support this infrastructure. 3. Students create a visual flowchart detailing the data processing cycle (Collection, Processing, Storage, Output) for a common business process, such as processing a payroll or fulfilling an order. They should label where data exists in the data hierarchy (field, record,		

	file). 4. Students write and execute (or mock-write) 3-4 basic SQL commands (SELECT, WHERE, ORDER BY) to retrieve specific business information, like identifying low-stock items or listing recent customer orders. 5. Students create a short, professional-quality presentation (e.g., 5-7 slides) using presentation software. The presentation must include charts, images, and appropriate transitions to pitch a solution to a minor business problem (e.g., reducing office waste). 6. Students choose one large B2C business (e.g., a major online retailer) and one large B2B business (e.g., an industrial supplier). They analyze and compare their business models, typical online payment mechanisms, and how they handle logistics. 7. Students identify 2-3 critical cyber security threats (e.g., phishing, ransomware) relevant to a small office. For each threat, they draft one specific, non-technical security policy/protocol and one technical security measure that addresses both the risk and associated data privacy/ethical issues.	

Essential Readings:

1. V. Rajaraman and Neeti C. Bhatnagar: *Computer Fundamentals and Applications*, PHI Learning.
2. Alexis Leon & Mathews Leon: *Introduction to Information Technology*, Leon Vikas.
3. Sushila K. Punam: *Computer Application in Business*, Arihant Publications.

Suggested Readings:

- V.K. Jain: *Computer Fundamentals*, BPB Publications.
- D. P. Goyal: *Management Information Systems: Text and Cases*, Macmillan Publishers.

Effy Oz: *Management Information Systems*, Cengage Learning.

Assessment Rubrics:

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